

1990 MAJOR ESTABLISHED BRAND RESEARCH PROJECTS

<u>BRAND/PROJECT</u>	<u>COMPETITIVE BID</u>	<u>RESEARCH SUPPLIER</u>	<u>REASON(S) FOR USING SELECTED SUPPLIER</u>
<u>BENSON &amp; HEDGES</u>			
Package Testing I	No	MISI	Expertise in package testing; has normative data from numerous previous PM package work done.
Package Testing II	No	MISI	
Focus Groups	Yes	Gail Levine	Desire to have a pool of different moderators for PM qualitative work.
<u>MARLBORO</u>			
Mini-Grand Prix	Yes	Marketing Perceptions	Moderator has previous experience conducting groups on promotion/event-related topics.
Focus Groups			
<u>MERIT</u>			
Low Tar Segment Study	Yes	Heller Research	Expertise in conducting segmentation research with extensive background in perceptual mapping.
<u>PARLIAMENT</u>			
Consumer Tracking - PA	No	Winona	Supplier used for Wave I of Philadelphia study. Used same supplier for L.A. to maintain consistency and uniformity.
Consumer Tracking - LA	No	Winona	
<u>PRICE/VALUE</u>			
Price/Value Segment Study (U+A)	Yes	Shifrin Research	Extensive experience in conducting telephone/mail surveys. (Mail survey used to reduce cost of study.)
Focus Groups	No	Kate Nelson	Moderator had previously conducted focus groups on price/value brands for PM.

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